PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: DISTRIBUTION DATE: 6/23/92

FROM: P. GILL

SUBJECT: **'THE 5 PACK' PRICE/PRODUCT PROMOTION- ELEMENTS**

SUMMARY

As part of the introductory launch plan for 'The 5 Pack' and as a continuation of the Marlboro Summer Special, Marlboro will field a 5 Pack Price and Bonus Product Promotions in Retail Masters Pack and Carton outlets. The Promotion is scheduled for September and provides comparable offers for both pack and carton outlets. The consumer offer in Pack outlets is $2.00 off the regular 5 Pack retail price and in carton outlets, a FREE pack with each 5 Pack purchase.

The primary objective for these promotions is to generate purchase trial and volume behind the 5 Pack. In addition by fielding different promotions in pack than carton outlets we can encourage multiple pack purchasing and reduce the risk of carton downtrading.

OFFER

•Pack Outlets
$2.00 OFF 5 Pack

•Carton Outlets
Buy 'The 5 Pack' And Get An Extra Pack Free

• Coupons will be redeemed at Kankakee

PRODUCT MIX/MARKETS

• National / Retail Masters Accounts Only

•(45%)Marlboro Red, (10%) Medium* and (45%) Lights

•Box and Soft Product (in-line with Market demand)

* Mix on Medium product can be increased based on product availability

TIMING

• September 14 - October 30

MATERIALS

PACK OUTLET PROMOTION KIT
$2.00 Off 5 Pack Coupons
Semi-Permanent Display Header
Large Poster
Window Banner

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Source: https://www.industrydocuments.ucsf.edu/docs/xzfn0004

CARTON OUTLET PROMOTION KIT
Buy 'The 5 Pack' Get an Extra Pack FREE Coupons
Semi-Permanent Display Header
Large Poster
Window Banner

Pack Outlet Sell Sheet
Carton Outlet Sell Sheet

ALLOCATION

1.7 Million Pack Outlet Deals and 0.5 Million Carton Outlets Deals have been produced for this promotion and have been allocated at the region level based on MSA volume contribution. Each participating pack outlet will receive 32 deals while each participating carton outlet will receive a total of 36 deals. Region Trade Marketing Directors must allocate the coupon promotion kits at the Section level within their respective Regions. THE PROMOTION IS TO BE SOLD TO RETAIL MASTERS ACCOUNTS ONLY.

MATERIALS SHIPMENT

PACK/CARTON KITS

PM Express - IVR	Start Date	End Date
Pack #24401	8/3	10/30
Carton #24402	8/3	10/30

PM Express orders may be entered beginning 8/3.

Sell Sheets will be sent to general field distribution via PM Express week of 8/3.

PROMOTION ASSEMBLY

Given to the limited quantity of deals per store, this promotion will be assembled by the field sales force. Coupons should be applied on all product and loaded on displays before the sales reps leave the account. (In pack outlets, since there are twice as many deals as there is space on the 4X4 Semi-permanent display, sales clerks will be required to reload displays with previously couponed product).

DIMENSIONS

ITEM	P/F	HEIGHT	WIDTH	DEPTH	WEIGHT
Pack Outlet Kit	1	2.5'	4.5'	3"	5Lbs.
Carton Outlet Kit	1	2.5'	4.5'	3"	5Lbs.

PROMOTION ALLOWANCES/CODES

Retail Payments	Payment	Promo Code
$2.00 Off Pack Outlet Promotion	none	244 A
Buy 'The 5 Pack" Get An Extra Pack Free	none	244 B

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TIMING

ITEM		DUE DATE
Coupons	A&K	6/29
	Complete to Madden	8/17
	in Field	9/7
Pack/Carton	A&K	6/29
Headers	Complete to Madden	8/17
Posters	in Field	9/7
Banners		
Sell Sheets	A&K	6/29
	Complete to Madden	7/27
	In Field	8/3

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5 PACK SEPTEMBER PRICE/PRODUCT PROMOTION MATERIALS

ITEM	POS#	QTY	P/F
PACK OUTLETS			
$2.00 OFF COUPON	68504	1,747,200	32
PAPER BANNER	68505	54,600	1
LARGE POSTER	68506	54,600	1
SEMI-PERMANENT DISPLAY HEADER	68507	54,600	1
PACK OUTLET KIT	68508	54,600	1
SELL SHEET	68572	54,600	5
CARTON OUTLETS			
FREE PACK COUPON	68542	521,000	36
WINDOW BANNER	68543	14,475	1
LARGE POSTER	68544	14,475	1
SEMI-PERMANENET DISPLAY HEADER	68545	14,475	1
CARTON OUTLET KIT	68546	14,475	1
SELL SHEET	68573	14,475	5

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MARLBORO SEPTEMBER PRICE/PRODUCT PROMOTION ALLOCATION

REGION	QUANTITY PACK OUTLET KITS POS# 68508	QUANTITY CARTON OUTLET KITS POS# 68546
1	419,328	125,064
2	297,024	88,587
3	401,856	119,853
4	331,968	99,009
5	297,024	88,587
TOTAL	1,747,200	521,100

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